Report to Stakeholders

Year of Gains

Navy Weeks 2010

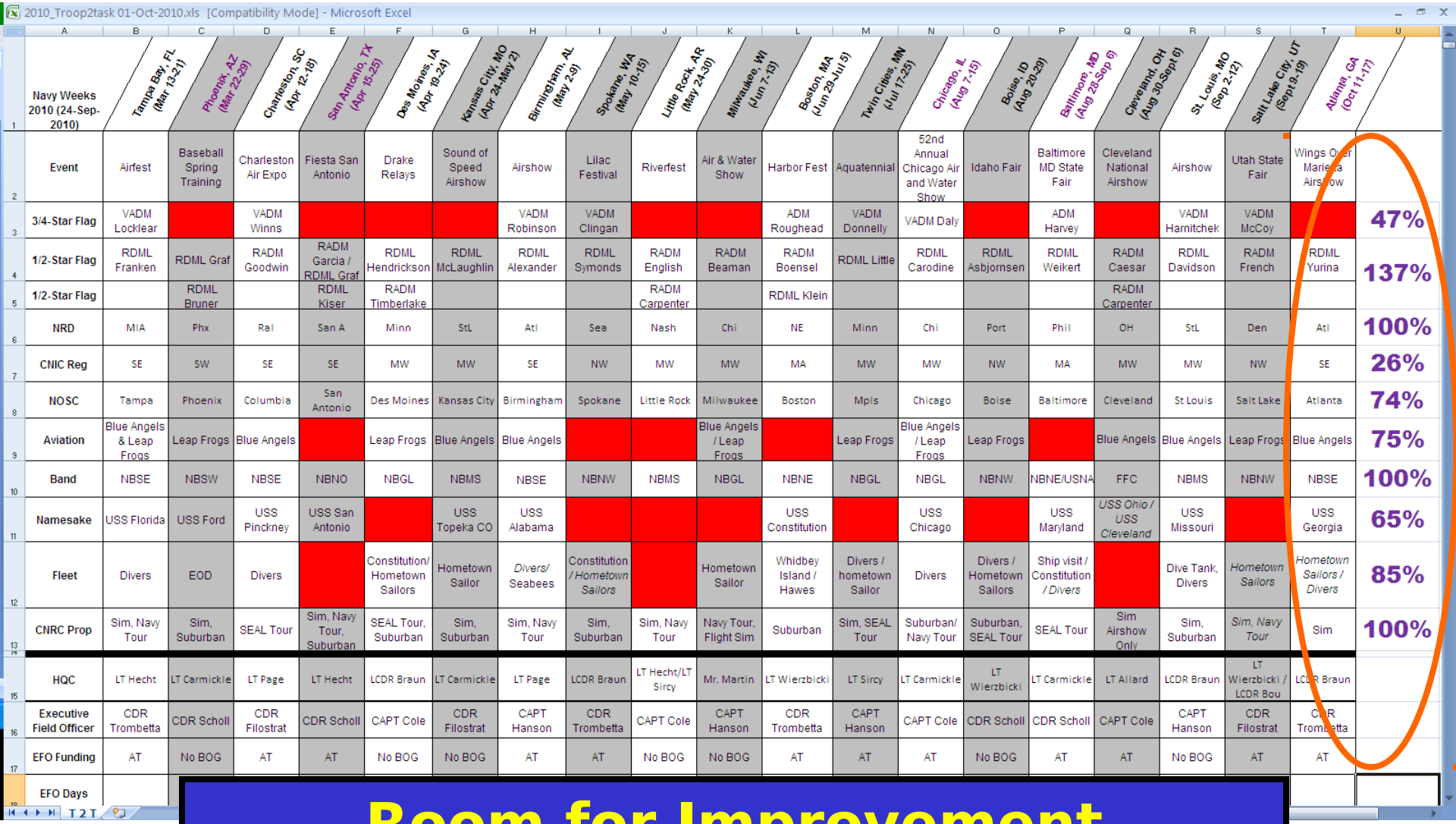
- **GFFG/LFFG emphasis**
- **Flag Officers – 36 covering 19, EFOs supporting 3/4-stars**
- **"Marquee" and Specialty Demo Teams**
- **Navy Week LTS**
- **Communication integration**
- **Web-centric, video production**

Sustained Engagement

- **Aviation**
- **Bands**
- **Speakers**
- **Expanded Hometowners**

Upward trends from O:AN

2010 NW Resourcing



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Navy Weeks 2010 (24-Sep-2010)	Tampa Bay, FL (Mar 13-21)	Phoenix, AZ (Mar 22-29)	Charleston, SC (Apr 12-18)	San Antonio, TX (Apr 15-25)	Des Moines, IA (Apr 19-24)	Kansas City, MO (Apr 24-May 2)	Birmingham, AL (May 2-9)	Spokane, WA (May 10-15)	Little Rock, AR (May 24-30)	Milwaukee, WI (Jun 7-13)	Boston, MA (Jun 29-Jul 5)	Twin Cities, MN (Jul 17-25)	Chicago, IL (Aug 7-15)	Boise, ID (Aug 20-29)	Baltimore, MD (Aug 28-Sep 6)	Cleveland, OH (Aug 30-Sept 6)	St Louis, MO (Sep 2-12)	Salt Lake City, UT (Sept 9-19)	Atlanta, GA (Oct 11-17)	
Event	Airfest	Baseball Spring Training	Charleston Air Expo	Fiesta San Antonio	Drake Relays	Sound of Speed Airshow	Airshow	Lilac Festival	Riverfest	Air & Water Show	Harbor Fest	Aquatennial	52nd Annual Chicago Air and Water Show	Idaho Fair	Baltimore MD State Fair	Cleveland National Airshow	Airshow	Utah State Fair	Wings Over Marietta Airshow	
3/4-Star Flag	VADM Locklear		VADM Winns				VADM Robinson	VADM Clingan			ADM Roughead	VADM Donnelly	VADM Daly		ADM Harvey		VADM Harnitchek	VADM McCoy		47%
1/2-Star Flag	RDML Franken	RDML Graf	RADM Goodwin	RADM Garcia / RDML Graf	RDML Hendrickson	RDML McLaughlin	RDML Alexander	RDML Symonds	RADM English	RADM Beaman	RADM Boensel	RDML Little	RDML Carodine	RDML Asbjornsen	RDML Weikert	RADM Caesar	RDML Davidson	RADM French	RDML Yurina	137%
1/2-Star Flag		RDML Bruner		RDML Kiser	RADM Timberlake				RADM Carpenter		RDML Klein					RADM Carpenter				
NRD	MIA	Phx	Ral	San A	Minn	StL	Atl	Sea	Nash	Chi	NE	Minn	Chi	Port	Phil	OH	StL	Den	Atl	100%
CNIC Reg	SE	SW	SE	SE	MW	MW	SE	NW	MW	MW	MA	MW	MW	NW	MA	MW	MW	NW	SE	26%
NOSC	Tampa	Phoenix	Columbia	San Antonio	Des Moines	Kansas City	Birmingham	Spokane	Little Rock	Milwaukee	Boston	Mpls	Chicago	Boise	Baltimore	Cleveland	St Louis	Salt Lake	Atlanta	74%
Aviation	Blue Angels & Leap Frogs	Leap Frogs	Blue Angels		Leap Frogs	Blue Angels	Blue Angels			Blue Angels / Leap Frogs		Leap Frogs	Blue Angels / Leap Frogs	Leap Frogs		Blue Angels	Blue Angels	Leap Frogs	Blue Angels	75%
Band	NBSE	NBSW	NBSE	NBNO	NBGL	NBMS	NBSE	NBNW	NBMS	NBGL	NBNE	NBGL	NBGL	NBNW	NBNE/USNA	FFC	NBMS	NBNW	NBSE	100%
Namesake	USS Florida	USS Ford	USS Pinckney	USS San Antonio		USS Topeka CO	USS Alabama				USS Constitution		USS Chicago		USS Maryland	USS Ohio / USS Cleveland	USS Missouri		USS Georgia	65%
Fleet	Divers	EOD	Divers		Constitution/ Hometown Sailors	Hometown Sailor	Divers/ Seabees	Constitution / Hometown Sailors		Hometown Sailor	Whidbey Island / Hawes	Divers / hometown Sailor	Divers	Divers / Hometown Sailors	Ship visit / Constitution / Divers		Dive Tank, Divers	Hometown Sailors	Hometown Sailors / Divers	85%
CNRC Prop	Sim, Navy Tour	Sim, Suburban	SEAL Tour	Sim, Navy Tour, Suburban	SEAL Tour, Suburban	Sim, Suburban	Sim, Navy Tour	Sim, Suburban	Sim, Navy Tour	Navy Tour, Flight Sim	Suburban	Sim, SEAL Tour	Suburban/ Navy Tour	Suburban, SEAL Tour	SEAL Tour	Sim Airshow Only	Sim, Suburban	Sim, Navy Tour	Sim	100%
HQC	LT Hecht	LT Carmickle	LT Page	LT Hecht	LCDR Braun	LT Carmickle	LT Page	LCDR Braun	LT Hecht/LT Sircy	Mr. Martin	LT Wierzbicki	LT Sircy	LT Carmickle	LT Wierzbicki	LT Carmickle	LT Allard	LCDR Braun	LT Wierzbicki / LCDR Bou	LCDR Braun	
Executive Field Officer	CDR Trombetta	CDR Scholl	CDR Filostrat	CDR Scholl	CAPT Cole	CDR Filostrat	CAPT Hanson	CDR Trombetta	CAPT Cole	CAPT Hanson	CDR Trombetta	CAPT Hanson	CAPT Cole	CDR Scholl	CDR Scholl	CAPT Cole	CAPT Hanson	CDR Filostrat	CDR Trombetta	
EFO Funding	AT	No BOG	AT	AT	No BOG	No BOG	AT	AT	No BOG	No BOG	AT	AT	AT	No BOG	AT	AT	No BOG	AT	AT	
EFO Days																				

Room for Improvement

2010 MOPs

2010 Navy Week Comparison with EBR(2).xls [Compatibility Mode] - Microsoft Excel

Location	Dates	Anchor	Market Rating	# Assets	LTS Embarkees	Attendance	Impressions	AVE	Corporate Events	Civic Events	Gov't Events	Media Events	Sporting/ Attraction Events	Diversity Events	Education Events	Comrel Events	Veterans Event	Total Events
Tampa Bay, FL	12-21 March	Airfest	13	10	5	201,348	11,681,000	$318,500	4	2	2	15	3	1	17	3	2	49
Phoenix, AZ	22-29 March	Baseball Spring Training	12	10	14	74,286	1,906,782	$66,258	3	3	6	10	8		14		2	54
Charleston, SC	12-18 April	Blue Angels Air Show	65	12	4	100,222	3,343,961	$91,107	3	5	2	13	5		8	7	1	46
San Antonio, TX	15-25 April	Fiesta San Antonio	37	8	1	360,881	637,906	$18,507	1	2		7	2		3	3	2	24
Des Moines, IA	19-24 April	Drake Relays	71	10	2	[illegible]	1,187,35[illegible]	[illegible]26,449	[illegible]	[illegible]	[illegible]	8	9	1	8	4		39
Kansas City, MO	24 Apr-2 May	Sound of Speed Airshow	31	11	[illegible]	[illegible]062	[illegible]8,9[illegible]	[illegible]0,58[illegible]	4	3	3	9	[illegible]	3	11	6	3	52
Birmingham, AL	2-9 May	Airshow	40	12	5	[illegible],293	1,872,770	$67,706	4	[illegible]	[illegible]	12	[illegible]	2	14	4	3	55
Spokane, WA	10-15 May	Lilac Festival	75	6	2	170,991	[illegible]	$[illegible],36[illegible]	1	5	[illegible]	7	13	2	7	5	3	45
Little Rock, AR	24-30 May	Riverfest	56	6	0	42,761	[illegible],305	$9,[illegible]1	1	9	2	14	[illegible]	[illegible]	[illegible]	4	3	47
Milwaukee, WI	7-13 june	Air & Water Show	35	8	5	247,[illegible]	[illegible],[illegible]	$80,577	2	2	2	5	[illegible]	0	[illegible]	5	2	36
Boston, MA	29 June-5 July	Harborfest	7	11	9	921,365	7,728,896	$235,031	3	[illegible]	4	[illegible]	29	[illegible]	1	8	7	64
Twin Cities, MN	17-25 July	Aquatennial	15	9	2	70,005	[illegible],[illegible]022	$[illegible]70[illegible]	[illegible]	[illegible]	3	7	8	2	3	6	1	37
Chicago, IL	7-15 August	Chicago Air and Water Show	3	10	13	3,633,944	5,73[illegible]56	[illegible]9,023	11	1	1	12	19	2	8	9	2	65
Boise, ID	20-29 August	Idaho State Fair	112	8	7	164,616	[illegible]985,342	$11,460	2	4	5	2	31	0	4	4	3	55
Baltimore, MD	28 Aug-6 Sep	Maryland State Fair	26	12	6	580,093	2,666,349	$78,064	5	3	1	10	35	1	5	7	3	70
Cleveland, OH	30 Aug-6 Sep	National Airshow	17	9	5	90,907	520,356	$13,510	2	3	1	5	7	3	4	5	1	
St. Louis, MO	6-12 Sep	Airshow	21	12	15	380,097	3,053,951	$88,669	3	2	2	17	16	1	3	8	1	53
Salt Lake City, UT	9-19 Sep	Utah State Fair	33	8	4	290,651	1,961,905	$81,025	1	5	4	6	16	0	10	5	2	49
Atlanta, GA	11-17 Oct	Wings over Marietta Airshow	8															
Averages ~ Typical Navy Week			**37**	**10**	**6**	**252,693**	**2,373,341**	**$ 68,378**	**3**	**4**	**3**	**9**	**14**	**2**	**7**	**6**	**2**	**49**
Totals					104	7,711,422	50,130,100	1,422,024	57	67	45	163	245	28	124	99	41	840

Sheet1 Sheet2 Sheet3

Engaged # = 20% of U.S. population

Upward trends from O:AN

In Comparison

All figures are averages	2010 to date (18)	2009 total (21)	2009 w/o contract (11)	2009 with contract (10)
In-Person Audience	252,693	201,407	157,136	311,323
Media impressions	2.4M	1.6M	1.5M	1.8M
AVE	$68K	$43K	$44K	$39K

Continuing Improvement

Gallup

Key Takeaways

- Understanding and awareness increase with engagement
- "Real" Sailors, "real" messaging counts
- Approachability and interactivity are key
- Assets – events – attendance – media
- Time and space

They like us; even more when we

Planned Upgrades

Joint Planning Process

- **Supported/supporting**
- **Resource/asset spread**
- **OICs**

- **Tasking vs Asking**

People: Total Force 3

- **Senior-ranking**
- **Contract**
- **Civilian**

Improving the Vehicle (from the

Navy Weeks 2011

AMERICA'S NAVY — A GLOBAL FORCE FOR GOOD.

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Navy Weeks 2011 (22-Oct-2010)	Tampa Bay, FL (Jan 22-29)	Austin, TX (Mar 19-26)	Mississippi (Mar 19-27)	Dallas, TX (Apr 10-17)	Denver, CO (May 2-8)	New Orleans, LA (May 5-11)	Philadelphia, PA (May 23-29)	Chattanooga, TN (Jun 11-19)	Quad Cities (Jun 16-22)	Chicago, ILI (Jun 25-Jul 4)	Rochester, NY (Jul 11-17)	Detroit, MI (Jul 18-24)	Sacramento, CA (Jul 23-31) Back-up Navy Week	Los Angeles, CA (Jul 25-31)	Fargo, ND (Aug 8-14)	Indianapolis, IN (Aug13-22)	Cincinnati, OH (Aug 29-Sep 5)	Omaha, NE (Sept 6-11)	New England (Sep 24-Oct 2)	Albuquerque, NM (Oct 1-9)	Raleigh, NC (Oct 15-24) Back-up Navy Week	El Paso, TX (Oct 17-23)	San Antonio, TX (Oct 24-3
Anchor	Gasparilla Pirate Festival	Rodeo Austin	Thunder over the Bay/Meredian Air Show	NAS JRB Ft Worth Air Power Expo	Cinco de Mayo	N'awlins Air Show	Millville AAF Wings & Wheels Air Show	Riverbend Festival	Quad Cities Air Show	Taste of Chicago / NSGL Cenntennial	ESL International Air Show	Thunder over Michigan Air Show	California State Fair	Summer X Games	Fargo Air Show	Indiana State Fair	Riverfest	Guardians of Freedom Air Show	The Big E / New England Fair	Albuquerque International Balloon Festival	North Carolina State Fair	Amigo Air Show	Randolph AFB Air Show
Flag	VADM Carol Pottenger	ASN Juan Garcia	SECNAV	ADM Pat Walsh	RADM William French	RADM Victor Guillory	VADM Daniel Holloway	VADM Harry Harris	RDML Thomas Cropper	ADM Gary Roughead	RADM Donald Quinn	VADM Allen Myers		ADM Greenert	VADM Miller	VADM Mark	VADM Dirk	RADM				RADM David Dunaway	ASN Juan Garcia
Flag	RDML Troy Shoemaker	VADM Mark Skinner	RADM AJ Johnson	RDML Ken Carodine	RDML Herman Shelanski	DUSN Mark Gorenflo	RADM Joseph Kilkenny	MCPON Rick West	RDML Tilghman Payne	RADM William Hilarides	RDML	RADM											RDML Bob Kiser
Flag		RADM Dan Davenport		RDML John Sadler			RADM (SEL) Scott Weikert			RADM Clarke Orzalli													
Band	NBSE	NBMS	NBNO	NBMS	NBSW	NBNO	FFC	NBMS	NBGL	NBGL												NBSW	NBNO
CNIC Reg	SE	SW	SE	SE	SW	MW	MA	MW	MW	MW												SW	SW
NRD	Miami	San Antonio	New Orleans	Dallas	Denver	New Orleans	Philadelphia	Nashville	Minneapolis	Chicago												Phoenix	San Antonio
NOSC	Tampa	Austin	Meridian / Gulfport	Fort Worth	Denver	New Orleans	Wilmington	Chattanooga	Rock Island	Chicago												El Paso	San Antonio
NROTC	University of Tampa	University of Texas	University of Mississippi	University of Texas	University of Colorado at Denver	Tulane University	Temple University	Vanderbilt University	University of Illinois	Northwestern University													University of Texas
Marquee Asset		*Leap Frogs*	Blue Angels	Blue Angels	*Leap Frogs*	Blue Angels	Blue Angels	*Leap Frogs*	Blue Angels	*Leap Frogs*												Angels	Blue Angels
Specialty Asset	Constitution / Medical / Seabees / Divers	*Constitution, medical*	*Seabees*	*EOD, medical*	*Divers*	*EOD, medical*	*Seabees*	*Divers*	*Divers*	*Constitution, medical*													*Seabees*
Namesake	*USS Florida*	*USS Texas*	*PCU Mississippi*	*USS Dallas, USS Texas, USS Fort*	*USS Denver, USS Arleigh Burke*	*USS New Orleans, USS Louisiana*	*USS Pennsylvania, USS Barry, USS Nicholas*	*USS Tennessee*	*USS The Sullivans*	*USS Rickover, USS Chicago*													*USS San Antonio, USS Texas*
Hometown Sailors	USF NROTC / NOSC / CNRSE	*Various ships*	*Various ships*	*Various ships*	*Various ships*	*Various ships*	*Various ships*	*Various ships*	*Various ships*	*Various ships*													*Various ships*
CNRC Prop	*Navy Simulator / Suburban*	*Navy Simulator / Suburban*	*Navy Simulator / Suburban*	*Navy Simulator / Suburban*	*Navy Simulator / Suburban*	*Navy Simulator / Suburban*	*Navy Simulator / Suburban*	*Navy Simulator / Suburban*	*Navy Simulator / Suburban*	*Navy Simulator / Suburban*													*Navy Simulator / Suburban*
HQC	LT Sircy	LCDR Braun	LCDR Bou	Mr. Martin	LT Onyekanne	LCDR Bissel	Mr. Mills	LT Sircy	LCDR Bou	LT Onyekanne													Page relief
DMA	14	48	90	5	16	51	4	86	99	3													37
OIC/AOIC	LT Sircy (HQ)	LCDR Braun (HQ)	LCDR Bou (HQ)	LCDR West (TN) / ENS Mack (TX)	CDR Klee (FL) / LTJG Andrews (CO)	CDR Filostrat (NOLA) / LTJG Stankus	CAPT Bates (DE) / ENS Smith (MD)	LT Tobin (WA)	LCDR Leanos (IL)	CDR Schroeder (TX) / LTJG Collins (GA)	CDR Trombetta (NY)											LT Barker (FL)	LT Peske (IN)

Additional Info

- 6 N134 diversity priority cities (Philadelphia, Chicago, Detroit, Los Angeles, El Paso, San Antonio)
- 5 capital cities (Austin, Jackson, Denver, Indianapolis, Omaha/Lincoln)
- 5 new markets (Mississippi, Austin, Fargo, New England, El Paso)

Celebrating 100 years of Naval

Navy Weeks 2012

City	Anchor	Ships	Marquis
~~1. Phoenix~~	~~MLB Spring Training~~		~~Leap Frogs~~
2. New Orleans	City of NOLA 1812 Celebration	LHD, Comfort, DDG	Blue Angels
3. Nashville Smyrna Air Show *			Blue Angels
~~4. Birmingham~~	~~Tuscaloosa Air Show *~~		~~Blue Angels~~
5. Baltimore	War of 1812 Kick-Off Celebration	LHD, Comfort, DDG	Blue Angels
6. Pittsburgh	Wings over Pittsburgh *		Blue Angels
7. Boston	Harborfest - 1812 Celebration	LHD, DDG	Blue Angels
~~8. Souix Falls~~	~~S. Dakota ANG Air Show *~~		~~Blue Angels~~
9. Milwaukee	undetermined - 1812 Celebration	GL Flotilla	Tac Demo, Leap Frogs
10. Chicago	Air and Water Show - 1812 Celebrtn	GL Flotilla	Blue Angels
11. Kansas City	KC Aviation Expo & Airshow *		Blue Angels
12. Detroit	undetermined - 1812 Celebration	GL Flotilla	Tac Demo, Leap Frogs
13. Twin Cities	Minnesota State Fair **		Leap Frogs
14. Cleveland	National Air Show - 1812 Celebration	GL Flotilla	Blue Angels
~~15. Sacramento~~	~~California State Fair **~~		~~Leap Frogs~~
16. Little Rock	LR AFB Open House and Air Show *		Blue Angels
17. Toledo	Toledo War of 1812 Celebration	GL Flotilla	Tac Demo, Leap Frogs
18. Salt Lake Cy	Utah State Fair **		Leap Frogs
19. Buffalo	Buffalo War of 1812 Celebration	GL Flotilla	Tac Demo, Leap Frogs
20. Houston	Wings over Houston Air Show *		Blue Angels

"Real deliberate planning"

Commemorating the War of 1812

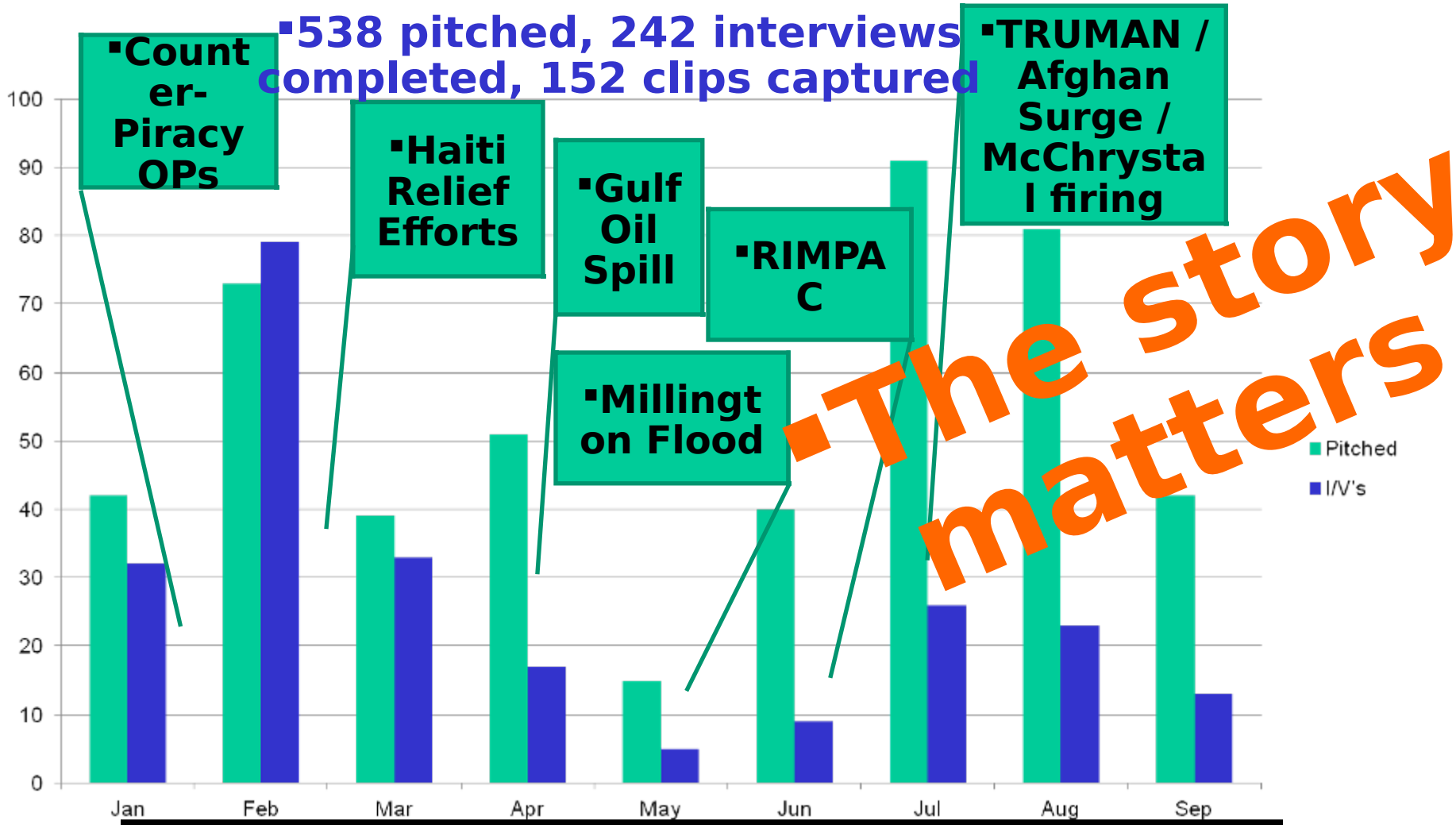
Standards

Aviation
Bands
Speakers

- **Sustained engagement**

Daily request grind continues …

Expanded Hometowners



Continuing engagement, cont'd

- **The Engine of O:AN**
- **Taking Navy Weeks to the next level**
- **Turning Navy Weeks into Navy**

Bringing America's Navy Home